

# EV Summit 2022

SPECIAL REPORT



Toby Butler, managing director UK, ubitricity, Laura Dunlop, head of production and conference director iQuest and Business Post LIVE, Kevin Welstead, EV sector director, SSE Airtricity, Derek Reilly, founder and host, EV Review Ireland, John Byrne, head of e-Mobility, ESB, Aoife O'Grady, head of Zero Emission Vehicles Ireland, Department of Transport, Alan McCleave, director of UK and Ireland, Wallbox, Amit Chopra, lead, Schneider Electric eMobility



Delegates networking at the ESB stand at the Electric Vehicle Summit



Paddy Comyn, head of communications, AA Ireland, Emma Mitchell, operations director, Society of the Irish Motor Industry, Dan Caesar, chief executive, Fully Charged, Eamon Stack, chief executive, Range Therapy

## Making sure EVs go the distance

The electric vehicle industry has made great strides in recent years and is hitting a turning point in public perception, meaning the continuation of education and awareness is key, the recent EV Summit heard

BY QUINTON O'REILLY

The Electric Vehicle (EV) Summit 2022, which took place in the RDS on Wednesday, November 9, was roomy and packed in more ways than one.

The space afforded by the venue was put to good use, hosting major players like Tesla, BMW, Volvo, and Renault. Not to mention emerging and established companies in the EV charging and infrastructure market.

The space wasn't only to show the latest EVs on the market but the advances in areas such as EV charging, green energy and infrastructure, a sign of just how crucial collaboration is to meet Ireland's EV and net zero goals.

This year's schedule overflowed with insight, analysis, and expertise and was reflected in the opening remarks from Sarah Murphy, chief executive of the Business Post. She highlighted how there were 550 attendees at the summit, showing how much the summit and interest in the topic have grown since it began seven years ago.

"There's a significant shift in the narrative," she said. "It's no longer a case of should we, but how fast and how do we get there."

The summit's chair, Derek Reilly, the founder and host of EV Review Ireland, set the scene by highlighting the jam-packed agenda before beginning proceedings.

The first part of the summit focused on market outlook with an opening address from Eamon Ryan, the Minister for Climate Action, Communication Networks



Dr Darren Handley, head of infrastructure grants, OZEV/Department for Transport, Aoife O'Grady, head of Zero Emission Vehicles Ireland, Department of Transport, Philip Lee, founding partner of Philip Lee LLP, Cormac Healy, energy project lead, Dublin City Council

and Transport, who spoke about the progress made and the strategy needed to achieve its aims.

Following that was Aoife O'Grady, head of Zero Emission Vehicles Ireland, a new group established by the Department of Transport in July. The aim is to have 175,000 EVs on Irish roads by 2025, and while the increase of ownership is accelerating, more is required including the development of a second-hand market.

"About 22 per cent of cars in Ireland sold have a plug, and in 2025 we're optimistic we'll see 40 per cent of the fleet being sold with a plug," she said. "When we get to those numbers, we'll get to develop the second-hand market."

The talk then moved to the winners and losers of the global switch to EVs, brought by Dan Caesar, chief executive of Fully Charged. He highlighted China as one to watch due to its high manufacturing rate and the number of EV companies originating there.

The result will be a greater range of choices for Irish customers with more companies entering the market and concerns like range anxiety lessening thanks to battery improvements.

This led to the day's first panel discussion on how the market can meet rising demand. The panel included Caser, Paddy Comyn, head of communications for AA Ireland, Emma Mitchell, operations director for the Society of the Irish Motor Industry, and Eamon Stack, chief executive of Range Therapy.

The benefit of electric cars is that very little goes wrong with them, said Comyn; the majority of issues are user

errors where users aren't taught the differences in operating an EV compared to a regular car.

Before the first break, Andy Leach, energy storage analyst for BloombergNEF, gave an overview of the nuances of the EV battery market, contextualising the market and how it's shaping up for the industry.

### Creating the infrastructure

The second part of the summit looked at the infrastructure needed to deliver on promises. This section began with John Byrne, the head of e-mobility for ESB, talking about the outlook for charging infrastructure.

The aim is to deliver 3,000 high-powered chargers by 2030 as well as providing a safe charging experience with lighting and CCTV being important factors, he said.

Similarly, we can learn lessons from Amsterdam where Jeroen Veger, project manager for public charging, outlined how the city made its intentions clear in delivering cleaner air and how it planned its charging infrastructure by following demand.

Likewise, Cormac Healy, energy project lead for Dublin City Council, outlined how the capital is tackling demand. One focus was on how local authorities enable change rather than getting involved in direct delivery.

As further reference, Dr Darren Handley, head of infrastructure grants for Brit-



Kieran Campbell, head of market, Polestar Ireland, Laura Condrón, head of communications and strategy, BMW Group Ireland, Jeremy Warnock, group product supply and distribution manager at Renault Ireland, Mark Barrett, general manager, Harris Maxus



David Nicholl, chief sales officer, Tritium, Chris Kelly, director, EasyGo

ain's Office for Zero Emission Vehicles/Department for Transport, highlighted the country's approach to electrification. He said that not all interventions are financial and how open data is crucial to ensuring that the right areas are served.

The day's second panel discussion focused on supporting the growing EV market which involved Handley, O'Grady, Healy, and Philip Lee, partner and executive chairman at Philip Lee LLP.

What was particularly emphasised was how charging would look to those with EVs. Having nighttime as the default charging period, and how research has shown that any charging point five minutes or longer from a person's home

is too much for someone to travel, were all touched upon.

The final talk before the break was Toby Butler, managing director UK for ubitricity, who gave the room a breakdown of turning lamp posts into charge points, a simple change that only takes two hours to convert and can have a huge impact on EV charging ambitions.

### Easing anxieties

The final part, which took part in the afternoon, focused on electrifying the fleet and was opened by the afternoon chair, Geraldine Herbert, motoring editor, columnist and radio/TV contributor.

Beginning the series of talks was Kevin Welstead, EV sector director for SSE Airtricity, who discussed the challenge of making charging hubs fully inclusive, so whether you're a fleet driver, public driver, disabled or other, it should serve you.

The panel discussion concerning fleet electrification included Leanne Purcell, senior operations manager for Free Now Ireland, James Atkinson, sustainability programme manager for DPD Ireland, and Amit Chopra, e-mobility lead for Schneider Electric. One issue that came up – and which was echoed across the afternoon – was how everyone knows about it when an EV fails.

Following that was a talk about the realities of charging when electrifying your fleet by Alan McCleave, director of UK and Ireland for Wallbox, before being followed by a fireside chat on lessons learnt featuring Michael Cusack, field

services manager for Inland Fisheries Ireland (IFI), and Carolyne Godkin, director of services for Wexford County Council.

The advice provided by both was to be upfront, engage with your staff, and invest in high quality EVs to hit the ground running.

After the final break, it was another fireside chat with Andre Dias, CTO and founder of Daloop, who focused on improving the customer experience while addressing elements like range anxiety and levelling the playing field for all parties, whether they're charging at their driveways or have to use on-street parking.

The final panel discussion concerned the future of the electric vehicle market. It involved Kieran Campbell, head of market for Polestar Ireland, Laura Condrón, head of communications and strategy for BMW Group Ireland, Mark Barrett, general manager of Harris Maxus, and Jeremy Warnock, group product supply and distribution manager at Renault Ireland.

It was said that building up awareness and education are critical elements of ensuring EVs are more widely adopted. This is because as when people try them out, they may see the benefits but are still concerned about issues like battery range.

The topic continued with the last fireside chat concerning the future of EV charging in Ireland which involved Chris Kelly, the director of EasyGo, and David Nicholl, CSO of Tritium.

Kelly made the point that Ireland is one of the best countries in the world to drive an EV as all parts of the island are accessible.

He said that any drive of more than three hours would lead you to stop at a service station where there would likely be a charging hub.

The final word went to Alex Gilbert, head of energy and electrification within commercial development for Transport for London's (TfL), who in outlining TfL's vision for the future, hit upon an important point.

To truly bring EV charging to the masses, he said, we need to avoid thinking about single chargers and focus on hubs instead. The latter plays a role in both visibility and ensuring that all types of EVs and demographics are catered for.

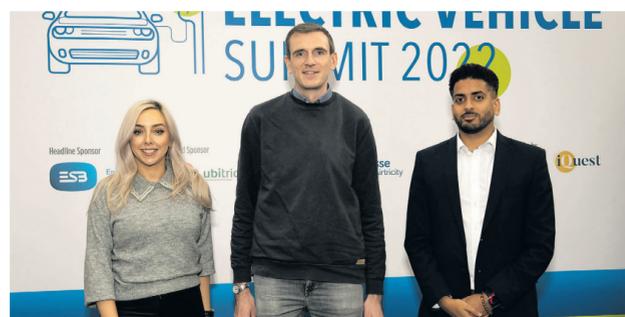
Reilly closed the conference by giving an overview while noting that the date for next year's event will be November 15. If this year's summit was anything to go by, the return will see increased momentum towards an EV world.



Geraldine Herbert, motoring editor, columnist and radio/TV contributor, Michael Cusack, field services manager, Inland Fisheries Ireland, Carolyne Godkin, director of services, Wexford County Council



Alex Gilbert, Head of Energy & Electrification within Commercial Development, Transport for London, Geraldine Herbert, Derek Reilly, Laura Dunlop, Conference Director, iQuest and Business Post LIVE, André Dias, CTO & Founder, Daloop



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